



LEO BURNETT U.S.A.

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September 5, 1997

Ms. Sonya Rush
PHILIP MORRIS U.S.A.
 120 Park Avenue
 New York, NY 10017

Re: Topline Profile, 1997 Virginia Slims Fall V-Wear Direct Programs 97640-97642

Dear Sonya:

This forwards the Topline Profile for the Slims "Fall V-Wear" Direct program which began dropping on August 25, 1997.

Audience Topline

An audience totaling 1,177,772 smokers will receive one of three creative versions:

- 670,010 Slims and Competitive Gift Responders will receive the Club package
- 423,093 Competitive Coupon-Only Responders and other smokers who have not yet responded to Slims will receive the Offensive package
- 84,669 Competitive smokers age 21-29 will receive the YAF package

Program Offers

Personalized creative will deliver an order form, postage paid survey, and one of the following coupon versions:

Club	Offensive	YAF
Slims More Responsive Volume Responders	Competitive Coupon-Only Responders	Competitive Coupon Responders
- \$2-Off Carton CD	- \$3-Off Carton CB	- \$3-Off Carton CB
- \$1-Off Carton/4 Packs J8	- (2) \$1-Off Carton/4 Packs J8	- 1-Off Carton/3 Packs DA
Quantity: 388,064	Quantity: 219,877	- B2G1F CC
Cell: 1	Cells: 1,3	Quantity: 6,017
		Cell: 1
Other Slims Smokers	Misty Trial Smokers	Competitive Trial
- \$3-Off Carton CB	- \$4-Off Carton CV	- \$3-Off Carton CB
- \$1.50-Off Carton/4 Packs J4	- (2) \$2-Off Carton/4 Packs DI	- B2G1F CC
Quantity: 241,524	Quantity: 41,185	- B1G1F C1
Cells: 2-8	Cells: 2	Quantity: 78,652
		Cell: 2
Competitive Gift Responders	Competitive Trial Smokers	
- \$3-Off Carton CB	- \$3-Off Carton CB	
- (2) \$1-Off Carton/4 Packs J8	- (2) \$1.50-Off Carton/4 Pks J4	
Quantity: 40,422	Quantity: 162,031	
Cells: 9-12	Cells: 4,6,7	

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Learning & Testing Issues

This mailing includes three tests:

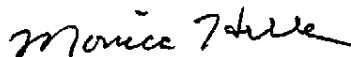
- **Slims Non-Responders 80+ Loyalty**
A test cell of 10M smokers selected from the top five deciles of 80+ Loyal Non-Responders was mailed to determine if this is a valid segment for mailing.
 - > Test Cell: 97640 A 7
- **Competitive Smoker Creative Test**
A test cell of 10M smokers was selected from the Competitive Coupon Responder and Trial audiences. These smokers will receive the Club version of the catalog which highlights higher UPC value items rather than the Offensive version which emphasizes the lower UPC value items. This test will help us determine if the Club/Offensive creative versioning impacts response.
 - > Test Cell: 97640 A 12
 - > Control Cells: 97641 A 3,4
- **YAF Trial Audience Creative Test**
A test cell of 10M smokers was selected from the YAF trial audience to receive the complete Offensive catalog rather than the YAF bounceback. Their response will help assess the need for special YAF creative versioning.
 - > Test Cell: 97641 A 7
 - > Control Cell: 97642 A 2

Attachments to this letter provide detailed information regarding the selected audience and its profile.

Please call if you have any questions.

Best Regards,

LEO BURNETT U.S.A.



Monica Heller

Attachments

cc: T. Lauinger, W. Marin, A. Wheelock, J. Vander Putten, M. Yates, K. Tolchinsky, J. Rogan, R. Whalen, R. Chi - PM/NY
B. Chiarucci, H. Forsythe, C. Bulanda, R. Clarkson, L. Gillis, M. Conant, D. Sharp, R. Zimmerman, S. Groszklaus - LBCo.

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Virginia Slims Smokers, Age 21-64, Club

	A		B		C		D	E	F	G	TOTAL
	A1	A2	B1	B2	C1	C2					
	RESPONDERS										
	Gift Only		Gift and Coupon		Coupon Only						
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	OTHER RESPDRS Survey, Sweeps, etc.	ALL REMAINING	
1	Deciles 1-5 Low Coupon Package 403,839						Deciles 1-5 High Coupon Package 80,217		Deciles 1-10 High Coupon Package 12,560	Dec 1-5 High Pack Test Cell 10,000	111,780
2											111,780
3											111,780
4											111,780
5	Deciles 6-10 High Coupon Package 100,416						Deciles 6-10 High Coupon Package 35,086			Exclude	111,780
6											111,780
7											111,780
8											111,780
9											111,780
10											111,781
Subtotal	29,677	3,919	123,360	3,473	215,419	27,991	43,659	36,558	High Coupon Package	69,649	558,900
Subtotal	7,570	14,841	6,255	4,537	16,294	50,919	13,249	21,837		416,034	558,901
Total	37,247	18,760	129,615	8,010	231,713	78,910	56,908	58,395	12,560	485,683	1,117,801

Defensive Low Coupon Package

- \$1-Off Carton/4 Packs
- \$2-Off Carton

Defensive High Coupon Package

- \$1.50-Off Carton/4 Packs
- \$3-Off Carton

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Misty Smokers, Club & Offensive

		A		B		C		D	E	F	G		
		A1	A2	B1	B2	C1	C2						
		RESPONDERS						NEW	SWITCHED	OTHER RESPDRS	ALL REMAINING	TOTAL	
		Gift Only		Gift and Coupon		Coupon Only				Survey, Sweeps, etc.			
Decile		0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months			
1		Deciles 1-10 Club Version Low Coupon Package				Deciles 1-5 Low Coupon Package 40,464		Deciles 1-10 Misty Coupon Package 42,505			Exclude	21,092	
2												18,689	
3												19,554	
4												18,549	
5												23,169	
Subtotal						32,272	8,192					101,053	
6						Exclude						21,640	
7												2,609	16,121
8												11,378	
9												6,119	
10												2,838	
Subtotal						76	1,798					58,096	
Total		275	311	1,761	262	32,348	9,990	14,129	25,031	3,345	71,697	159,149	

Competitive Low Coupon Package

- (2) \$1-Off Carton/4 Packs
- \$3-Off Carton

Misty Trial Coupon Package

- (2) \$2-Off Carton/4 Packs
- \$4-Off Carton

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Competitive Smokers, Club & Offensive

		A		B		C		D	E	F	G	TOTAL				
		A1	A2	B1	B2	C1	C2									
		RESPONDERS						NEW	SWITCHED	OTHER RESPDRS	ALL REMAINING					
		Gift Only		Gift and Coupon		Coupon Only				Survey, Sweeps, etc.						
Decile		0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months						
1		Deciles 1-10 Club Version Low Coupon Package 12,530				Deciles 1-5 Low Coupon Package 191,299		Deciles 1-10 High Coupon Package 137,633	Exclude	Dec 1-5 High Package 9,685	Exclude	166,824				
2																191,268
3													207,944			
4													212,713			
5													217,404			
Subtotal						148,912	42,387			9,685		996,153				
6						Exclude				Exclude		221,057				
7																227,360
8																224,232
9																239,732
10																253,341
Subtotal						77	11,526			135		1,165,722				
Total		2,192	1,518	7,977	843	148,989	53,913	137,633	197,996	9,820	1,600,994	2,161,875				

Competitive Low Coupon Package

- (2) \$1-Off Carton/4 Packs
- \$3-Off Carton

Competitive High (Trial) Coupon Package

- (2) \$1.50-Off Carton/4 Packs
- \$3-Off Carton

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PM Smokers, Club & Offensive

		A		B		C	
		A1	A2	B1	B2	C1	C2
RESPONDERS							
		Gift Only		Gift and Coupon		Coupon Only	
Decile		0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months
1		Deciles 1-10	Exclude	Deciles 1-10	Exclude	Exclude	
2							
3							
4							
5		Club Version		Club Version			
6							
7							
8							
9		Low Coupon Package		Low Coupon Package			
10							
Subtotal		5,010		11,516			
Total		5,010	2,981	11,516	1,051	67,695	16,642

Competitive Low Coupon Package

- (2) \$1-Off Carton/4 Packs
- \$3-Off Carton

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YAF Audience

	A		B		C		D	E	F	G	TOTAL
	A1	A2	B1	B2	C1	C2					
	RESPONDERS										
	Gift Only		Gift and Coupon		Coupon Only						
Decile	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	13-24 Months	0-12 Months	0-12 Months	0-12 Months	ALL REMAINING	
1	Deciles 1-5						Deciles 1-5				5,301
2	YAF Responder Coupon Package						YAF Trial Coupon Package				13,600
3	6,193						91,728				22,184
4											30,388
5											26,448
Subtotal	3	0	5	0	6,173	12	17,471	11,763	1,747	60,747	97,921
6											26,535
7	Exclude						Exclude				26,184
8											34,098
9											23,857
10											13,529
Subtotal	0	0	0	0	0	0	19,357	7,366	31	97,449	124,203
Total	3	0	5	0	6,173	12	36,828	19,129	1,778	158,196	222,124

YAF Responder Coupon Package

- B2G1F
- \$1-Off Carton/3 Packs
- \$3-Off Carton

YAF Trial Coupon Package

- B1G1F
- B2G1F
- \$3-Off Carton

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